PHILIP MORRIS U.S.A.
1984 ADVERTISING

MERIT BOX NATIONAL INTRODUCTION $22.8 MM

2044369042

WEEK STARTS MONDAY	JAN. 2 9 16 23 30	FEB. 6 13 20 27	MARCH 5 12 19 26	APRIL 2 9 16 23 30	MAY 7 14 21 28	JUNE 4 11 18 25	JULY 2 9 16 23 30	AUGUST 6 13 20 27	SEPT. 3 10 17 24	OCT. 1 8 15 22 29	NOV. 5 12 19 26	DEC. 3 10 17 24 31	JAN. '85 7 14 21 28
MAGAZINES-P4 (except. noted)													
Weeklies											5P X 5P	X	
Bi-Weekly											5P	X	
Men's											←—5P—→	X	X
Women's											←—5P—→	X	X
Special Interest											←—5P—→	X	X
Regional/Local											←—5P—→	X	X
NEWSPAPERS													
NATIONAL - P4													
National Enquirer											X X X	X X	
The Star											X X X	X X	
Sporting News											X X X	X X	
Army/Navy/Air Force Times											X X X	X X	
Rolling Stone											X X X	X X	
USA Today											X X X	X X	
DAILY - P-B&W													
Lists AB, Key 30 TAs											X X X	X	
Lists ABC, Key 30 TAs											X X X	X	
USSPI - P-B&W													
Key TAs											X X X X		
SUPPLEMENTS - P4													
Parade											X X	X	
Family Weekly											X X	X	
Sunday Metro/Indep.											X X	X	
OUTDOOR													
30 Sheet - 85's Pool											←——*——→		

MERIT BOX -- HOUSTON, TIDEWATER

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PRODUCT													
CPC Approval (5/29)						X							
Packaging							X XX X XX X						
Manufacture								XX X XX					
Field									X				
ADVERTISING													
Comp Approval						X							
MEDIA													
Magazines:													
Monthlies							K	C			————	————	
Weeklies							K	C		————	————	————	
Supplements							K	C		————	————	————	
Outdoor							K			————			
ROP									K	C X			
MANAGEMENT MATERIALS													
Materials							K XX X XX X						
Sample 20's								X					
Meeting								X					
POINT-OF-SALE													
A & K							K						
Print							X XX X XX	X					
Carlstadt								X					
S/R Meeting									X				
Down-the-Street										X			
Contract I-Set/Sell I										————	————		
SAMPLING													
Sales Force -- 20's										————	————		